HX929 Series - PRODUCT INFORMATION DOCUMENT

Product announce date: Currently Available
Product on shelf date: Currently Available

MODELS (FAMILY)
XBR-55HX929
XBR-65HX929

ALTERNATE NAME(S)
Sony® XBR LED HX-Series Internet TVs
Sony® XBR LED HX29 Internet TV

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-*FEEDS ONTO FACT TAGS*
55" Class (54.6" diag.) Sony LED HX929 Internet TV
65" Class (64.5" diag.) Sony LED HX929 Internet TV

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.
PRODUCT HEADLINE

Our best picture ever

10 words	The most true-to-life color and detail ever on a Sony TV.
25 words	So realistic you might forget you're just watching TV. The smallest details like individual blades of grass come to life with laser-sharp precision and the most natural color imaginable.
50 words	So realistic you might forget you're just watching TV. It's the best picture we've ever created, where details like individual blades of grass come to life with laser-sharp precision and the most natural color imaginable. Stunning images are produced using our most advanced X-Reality™ PRO technology and the ultra-thin TV design is achieved by incorporating Corning® Gorilla® Glass for the seamless look of edge-to-edge glass.

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)-*FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH*
KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS)
HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

1	Pro-grade detail for discerning eyes: X-Reality™ PRO
2	Full-array local dimming for our best color/contrast
3	Experience precise motion clarity w/ Motionflow™ XR 960
4	Frameless design with Corning's Gorilla® Glass
5	RS-232C and IR-in for custom control installations
6	3D in Full HD 1080p for phenomenal 3D picture quality[2]
7	Movies, music & apps w/ Sony Entertainment Network[1]
8	Stream HD entertainment wirelessly with built-in Wi-Fi®[1]
9	PC and tablet content[3] on your TV w/ Intelligent Connect
10	Make life-sized video calls with Skype®[1]

11	Media Remote™ app to control your TV with a smartphone[4]
12	Connect to the TV via Wi-Fi® without using a router[3]

RETAIL EXPERIENCE BULLETS (55 CHARACTERS MAX)-*UTILIZED ON TILES AND TAGS FOR SONY STORES, WEBSITE, RETAIL DISPLAYS AND CRM ACTIVITIES; SHOULD BE ALIGNED WITH FACT TAG BULLETS IN ORDER OF PRIORITY WHEN POSSIBLE. HERO MODELS ONLY AND NO ACCESSORIES NEED EXPERIENCE BULLETS.*
MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL AND ONLINE. (MAX 3 BULLETS)

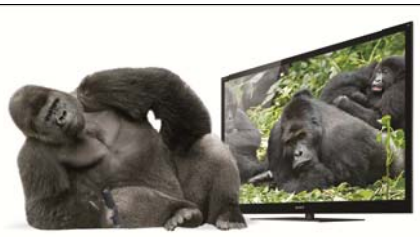
1	Picture quality so lifelike it's like looking through a window
1a	Our clearest picture ever for that at-the-game feeling (to be used as an alternate to #1 for seasonal POP)
2	A frameless design with reduced light reflection
3	Full array local dimming boosts LED brightness only where it's needed for our best contrast & color ever

HOW TO SELL (FILLED OUT BY TRAINING TEAM UNDER G. SHILLING DIRECTION)-
KEY SELLING POINTS FOR TRAINERS TO QUICKLY AND EASILY DESCRIBE HERO BENEFITS.

1	
2	
3	
4	
5	

KEY FEATURE COPY
CONSUMER FACING KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFIT DRIVEN. IMAGE JPG CAN BE HERO IMAGE OF ASSOCIATED TECH FEATURE OR TECH ICON; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

	FEATURE (35 CHARACTER MAX)	MARKETING DESCRIPTION AND SUPPORTING BULLETS (350 ARACTERS MAX)	Key Feature Image
1.	Everything looks better.	**X-Reality™ PRO Picture Engine** This is picture quality so lifelike it's like looking through a window. Each scene in everything you watch—HD movies, sports, even YouTube™ clips and home movies—is presented with unprecedented detail, and astonishing color as Sony's exclusive X-Reality™ PRO picture engine draws on its database of real patterns, shapes and textures to display our most lifelike picture ever.	

2.	Peak Performance.	**Intelligent Peak LED™** Experience Sony's best picture quality and extraordinary contrast with full-array local dimming technology. This innovative technology consists of an array of LED lights that adjust the bright and dark levels in each area of the screen for more precise control of the picture.	
3.	Our clearest picture ever.	**Motionflow™ XR 960 technology** When you watch a kickoff at the stadium, the ball doesn't blur from left to right. Recreating natural motion with reduced judder and less blur, Motionflow™ XR 960 helps you see each end-over-end rotation by taking motion clarity beyond refresh rates, which are only measured in Hz, to quadruple the motion effect so you see everything as if you were there.	
4.	Tough, yet beautiful.	**OptiContrast™ panel with Corning® Gorilla® Glass** Only Sony has it.[5] Corning's exclusive Gorilla® Glass lets you enjoy an incredibly durable, remarkably lightweight, frameless design with a seamless, sophisticated look. Paired with the OptiContrast™ panel, Gorilla Glass helps boost contrast and brightness while minimizing unwanted light reflections.	
5.	Custom control installations.	**RS-232C and IR-in** RS-232C and IR-in for custom control installations.	

6.	In-your-face action.	**3D in Full HD** Brace yourself for pure 3D excitement that feels like you're standing on the 50-yard line. Through advanced Active 3D technology, immerse yourself in Full HD 1080p clarity and phenomenal 3D picture quality. Just slide on the comfortable 3D active glasses and enter a whole new dimension.[1]	
7.	Go way beyond cable.	**Sony Entertainment Network** Welcome to the endless entertainment of the Sony Entertainment Network, where thousands of movies, TV shows, online videos, games and music are always at your fingertips. By connecting to the Internet you can access Full HD 1080p entertainment, 3D content and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.[6]	
8.	Goodbye wires, hello built-in Wi-Fi®.	**Wi-Fi® Built-in** Maximize your entertainment while reducing cable clutter. Wirelessly stream beautiful, HD entertainment straight from the internet or your home network using built-in Wi-Fi® connectivity.[6]	
9.	All devices, together as one.	**Intelligent Connect** Don't all of your personal photos and videos deserve the big screen? Experience your content on a grand scale simply by connecting your compatible smartphone, computer or Sony Tablet™ S via your existing Wi-Fi® network. Then you can easily "throw" your videos, photos and music files to your HDTV.[3]	

10.	Life-sized video calls.	**Skype®** It's like they're in the room with you. Skype® video calls bring your family and friends closer than ever as they appear as large as life on your big screen—for free.[6] Just connect the easy-to-use Skype camera (sold separately) for a face-to-face look at the caller on the beauty of your Sony HDTV.	
11.	Control your TV with your phone.	**Media Remote™ App** Now there's one less remote control on the coffee table. Just download the free Media Remote™ app and turn your iPhone®, Android™ phone or Sony Tablet™ S into a versatile remote control with a full QWERTY keyboard[4]. It makes ch nging channels and typing searches ultra fast and convenient.	
12.	It powers off when you're gone.	**Intelligent Presence Sensor** We all forget to turn the TV off sometimes. That's why a built-in sensor is used to power down the TV when it detects no one is watching. Better yet, it warns children when they're sitting too close to the screen. Face Detection technology is also used to automatically adjust volume based on where people are sitting.	
13.	Wi-Fi® without a router.	**Wi-Fi Direct™** Sometimes your friends want to share their personal photos and videos on your beautiful HDTV. With Sony's Wi-Fi Direct™ Mode, your friends can throw personal content to your TV without connecting to your home network. Wi-Fi Direct completely bypasses the Wi-Fi access point/router, so it's easy to set up.[3]	

14.	A sense for songs.	**TrackID® service** What's that song in the TV show, movie or commercial you're watching? Press 'TrackID' on your remote and get the song name and artist instantly.[7] You can also start the TrackID® service by shaking a smartphone that's running the Media Remote™ app.[4] Very convenient.	TrackID™
15.	Save power, save money.	**Eco Drive** Enjoy lower energy bills with reduced power consumption of up to 30%* while maintaining beautiful image quality. The TV automatically reduces power consumption while boosting color and detail on the screen and conserving energy used by the backlight.[6]	
16.	Handheld gaming goes big.	**New Game Mode** Play your PSP® system or other handheld gaming consoles (with SD output) on your HDTV with no irritating black borders surrounding the picture. Just select Game Mode for an ideal fit to your TV screen according to the input. Better yet, Super Resolution Processing delivers a clear, crisp view in HD size.	
17.	Onboard manual.	**iManual** You will never lose your TV manual again. The iManual is available through the menu system on the TV – always there if you need it.	

18.	Find it fast.	**Video Search**	
		Searching for shows and music on your TV is so simple. Just press 'GUIDE' on your remote and see what's on and what's coming up with a handy image to go with it. You also get an episode synopsis, cast and crew details and suggestions to related shows, on-demand movies and Blu-ray Disc™ titles.[7]	

19.	Find it fast.	**Music Search**	
		Finding music is also a cinch. Music Search with the TrackID® button cleverly recognizes the melody of the music playing on your TV. Want to go further? Search to find more songs by the same artist and other related web content. Share your discovery with the world via Twitter™.[7]	

POSITIONING:

CATEGORY HEADLINE

You'll want to watch everything on it

CATEGORY MESSAGE

20 words	YouTube™ clips and cable TV look amazing. Blu-ray Disc™ movies, phenomenal. Even 3D comes alive with clear details as real as life itself.
65 words	When picture quality is this good, the TV becomes the entertainment centerpiece of your life. YouTube™ clips and cable TV look amazing. Blu-ray Disc™ movies, phenomenal. Even 3D comes alive with clear details as real as life itself. With the latest in motion clarity technology, watching fast-action sports feels like you're right on the sidelines. And precise detail can be appreciated in every blade of grass.
100 words	Inspired. Razor sharp. Lifelike. These words don't begin to describe the purity of picture in the 2012 lineup of Sony televisions. And it's not just about how it looks, it's about what you watch. From home videos and YouTube™ clips to Full HD streaming and 3D Blu-ray Disc™ videos, everything looks as real as life itself. It all moves naturally, too. With the latest advancements in image rendering and frame rate technology, football kickoffs appear as they would in real life. And precise detail can be appreciated in every blade of grass. No matter what it is, it's going to look better on a Sony TV.

SONY® CAMPAIGN MANTRA
CONSUMER FACING COPY TO BE FILLED OUT BY MESSAGING TEAM.

make.believe

make.believe (make-dot-believe): Anything you can imagine, you can make real.

CAMPAIGN MESSAGE

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.
FOR INTERNAL USE ONLY!

TARGET INFORMATION: (TARGET AUDIENCE)		• Product Positioning: • Target Channel: • Target Consumer Application:
Product Positioning:		
Target Channel:		
Primary Target Customer: Innovation Enthusiast	 62% Male 38% Female Median Age: 37 Married: 46% Kids in HH: 41% Education: 55% College+ Median HHI: $67,202	"Give me the latest features & highest performance" What I care about: - Features and specs - Innovation that inspires - Brand name and reputation - Being in control of my connected world - Discovering new devices & giving advice to others 19% of US population 45% of Sony MVPs
Primary Target Customer: Status Seeker	 56% Male 44% Female Median Age: 35 Married 47% Kids in HH: 38% Education: 53% College+ Median HHI: $63,595	"Keep me ahead of the game and help me express who I am" What I care about: - Style and design - Self Expression and personalization - Going out, having fun and being in the know - Having social currency - Premium experiences - Brand reputation 22% of US population 38% of Sony MVPs

Shopper Type: Platinum Shopper 	Main Driver: In-store shopping experience Premium Focus: HIGH Brand Importance: HIGH	"A premium shopping experience will lead to the best product"
MAJOR COMPETITORS: **(WHAT IS CURRENTLY IN MARKET?)**		
COMPETITIVE FEATURES: **(WHAT ARE THE SONY SPECIFIC FEATURES)**		
LINE-UP FEATURES: **(HOW THIS FITS IN OUR PRODUCT LINE-UP)**		

ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Full 1080P HD in 3D	
Intelligent Peak LED	
X Reality PRO	
MotionFlow XR 960	
OptiContrast	
Sony Internet TV logo	
Sony Entertainment Network	
Video Unlimited	
Music Unlimited	
Wi-Fi	

Intelligent Presence Sensor	
Ambient Sensor	
Light Sensor	
Quick Power On	
USB	
Track ID	
BRAVIA Sync	
24p True Cinema	
Media Remote	

PARTNER LOGOS:

Gorilla Glass	
Skype	
DLNA	
Energy Star	

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

FOOTNOTES

1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11 home network (802.11n recommended). Skype requires CMU-BR100 camera sold sep. Subject to Skype's terms and conditions.
2. Requires 3D content, 3D player, HDMI® cable (at least 10.2 Gbps) and 3D active glasses sold separately.
3. Streaming content, copy-protected content and certain formats are not supported.
4. Requires devices connected to the same wireless home network.
5. Requires active internet connection.
6. Compared to normal viewing. Based on 40-inch LED TV with Picture Setting 'Vivid.'
7. As of January 1, 2012

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TRADEMARKS

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